

### **Sample Email Marketing Campaigns: 2012 Mustang Dream Giveaway / Promo Email #3**

*Subject:* Meet Last Year's Mustang Dream Giveaway Winner and Get a 10% Ticket Bonus!

*Body Copy:*

Dear [Name],

On August 7, 2011, Thomas Barker of Illinois, became the proud winner of the world's only matching pair of 1st and 2nd generation Boss 302 Mustangs! 24-year-old Barker received the keys to his new cars at the Ford Motor Company World Headquarters in Dearborn, Michigan.

Barker entered the 2011 Mustang Dream Giveaway on Friday, May 27, 2011. He was shocked to hear the fantastic news, "I couldn't believe it," Barker said. "I never expected to win and was totally blown away to hear that I had!"

You might be thinking the same thing as Barker, "I don't expect to win...but I'm happy to support such a worthy cause." But who knows...with this 10% BONUS TICKET offer for the 2012 Mustang Dream Giveaway you could be the one to drive away with two matching Shelby GT500s and \$50,000 for taxes\*! Can you imagine starting up that 1967 GT500 and hearing the motor roar? If you want to hear it now visit [www.winthemustangs.com](http://www.winthemustangs.com) and click the red "Start Car" button.

If a picture's worth a thousand words, the sound of that beast roaring has to be worth at least double that. You might have to explain to your neighbors why their house is shaking...but just give them a ride in one of your new Shelbys and I'm sure they'll forgive you!

Enter to win by calling 877-700-U-WIN (877-700-8946) or go to [www.winthemustangs.com](http://www.winthemustangs.com) and use promo code EM0212M. Your tax-deductible donation to WorldCause foundation helps provide funding that will support our wounded veterans and other fine causes.

So go ahead! Take a chance! It's for a good cause. Besides you can't win if you don't enter...and you KNOW you want to win these two amazing Shelbys!!

On behalf of the Dream Giveaway Team,

Mark Breiner

**Actual Email:**

from: Dream Giveaways Emails noreply@dreamgiveaways.com via memberemail.com

to: josh@joshuamonen.com

date: Tue, Feb 28, 2012 at 8:55 AM

**subject: Meet Last Year's Mustang Dream Giveaway Winner and Get a 10% Ticket Bonus!**

To view this email as a web page, go [here](#).

**10% BONUS TICKETS - USE CODE EMO212M**

**2012**  
*Mustang* **Dream Giveaway**

★★★★★★★★  
**SUPPORT OUR WOUNDED VETERANS  
AND OTHER FINE CAUSES**

**1967 SHELBY GT500**  
PROVIDED THROUGH A  
PROMOTIONAL PARTNERSHIP  
WITH THE  
**LINGENFELTER**  
COLLECTION

**2012 SHELBY GT500**  
ONE-OF-A-KIND 750HP  
SUPERCAR

**WIN BOTH MUSTANGS!**  
**PLUS \$50,000 FOR TAXES\***

**ENTER TODAY AT**  
**WINTHEMUSTANGS.COM**  
**OR CALL 877-700-8946**

Dear Joshua,

On August 7, 2011, [Thomas Barker](#) of Illinois, became the proud winner of the world's only matching pair of 1st and 2nd generation Boss 302 Mustangs! 24-year-old Barker received the keys to his new cars at the Ford Motor Company World Headquarters in Dearborn, Michigan.

Barker entered the 2011 Mustang Dream Giveaway on Friday, May 27, 2011. He was shocked to hear the fantastic news, "I couldn't believe it," Barker said. "I never expected to win and was totally blown away to hear that I had!"

You might be thinking the same thing as Barker, "I don't expect to win...but I'm happy to support such a worthy cause." But who knows...with this **10% BONUS TICKET** offer for the [2012 Mustang Dream Giveaway](#) you could be the one to drive away with **two matching Shelby GT500s and \$50,000 for taxes\***! Can you imagine starting up that [1967 GT500](#) and hearing the motor roar? If you want to hear it now visit [www.winthemustangs.com](http://www.winthemustangs.com) and click the red "Start Car" button.

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Enter to win by calling **877-700-U-WIN (877-700-8946)** or go to [www.winthemustangs.com](http://www.winthemustangs.com) and use promo code **EM0212M**. Your **tax-deductible** donation to WorldCause foundation helps provide funding that will support our wounded veterans and other fine causes.

So go ahead! Take a chance! It's for a good cause. Besides you can't win if you don't enter...and you **KNOW** you want to win these two amazing Shelbys!!

On behalf of the Dream Giveaway Team,

Mark Breiner  
Chief Gearhead

*Mark is an NHRA licensed drag racer, restorer and enthusiast and has competed nationwide. Winner of multiple classes, his cars have appeared on the pages of many magazines and have been featured on the TV shows American Muscle Car and NHRA Today.*

*\*\$50,000 for TAXES applies to money paid on behalf of winner for IRS withholding requirement; depending on winner's situation, additional taxes may be owed.*

*\*\*Special promotional offer ends at 11:59 p.m. EST March 13, 2012.*

**DREAMS DO COME TRUE**



**THIS COULD BE YOU!**



**GET 10%  
BONUS TICKETS  
USE PROMO CODE  
EM0212M**



**CLICK TO ENTER**

*Special offer ends March 13, 2012\*\**

**1 WINNER  
GETS BOTH  
MUSTANGS!**

**10% BONUS TICKETS - USE PROMO CODE EM0212M**

## YOUR TAX-DEDUCTIBLE DONATION BENEFITS OUR WOUNDED VETERANS AND OTHER FINE CAUSES.



WorldCause Foundation (WCF), the sponsor of this giveaway, is a 501(c)3 charitable organization dedicated to improving the quality of life for all inhabitants of this planet. WCF fulfills this mission by providing aid and support for humanitarian, environmental and wildlife causes. WCF provides grants to selected non-profit organizations that have a proven track record in accomplishments that further its mission.



### PARALYZED VETERANS OUTDOOR FUND

The Paralyzed Veterans Outdoor Fund provides our seriously injured heroes opportunities to enrich their lives through adaptive sports including hunting, fishing, and other outdoor recreational activities. The Paralyzed Veterans Outdoor Fund is just one of the charitable causes that benefits from your participation in the 2012 Mustang Dream Giveaway through grants from WorldCause Foundation. [Learn more...](#)



### HENRY FORD HEALTH SYSTEM: MEN'S HEALTH INITIATIVES

As a world renowned non-profit, health care organization, Henry Ford Health System has a strong commitment to the advancement of men's health issues. Its Vattikuti Urology Institute, a worldwide leader in developing advanced treatments for prostate cancer and other urologic diseases, is a vital cornerstone of that ongoing commitment. [Learn more...](#)

[➔ FORWARD TO A FRIEND](#)



Follow us on:

This email was sent to: [josh@joshuamonen.com](mailto:josh@joshuamonen.com)

This email was sent by: Dream Giveaway, Inc.  
19321 US Highway 19 N, Suite 605 Clearwater, FL 33764



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